



Peer Review Report


PEER REVIEW REPORT FOR:

Pinho, V. M. de, Monteiro, J., & Binhote, J. (2021). Wanderlust without wandering: Managing a travel blog during the Covid-19. *Revista de Administração Contemporânea*, 25(spe), e200243. <https://doi.org/10.1590/1982-7849rac2021200243.en>

HOW TO CITE THIS PEER REVIEW REPORT:

Pinho, V. M. de, Monteiro, J., Binhote, J., & Carneiro, M. G. (2021). Peer review report for: Wanderlust without wandering: Managing a travel blog during the Covid-19. RAC. *Revista de Administração Contemporânea*. Zenodo. <https://doi.org/10.5281/zenodo.4469650>

REVIEWERS:

-  Marcelo Guedes Carneiro (Escola Superior de Propaganda e Marketing - ESPM, Brazil)
One of the reviewers chose not to disclose his/her review report.

ROUND 1

Reviewer 1 report

Reviewer: Marcelo Guedes Carneiro
Date review returned: August 27, 2020
Recommendation: Minor revision

Comments to the authors

It is a current and relevant topic. The protagonist's profile promotes a closer relationship with the reader through clear and concise writing.

The sources of information are adequate, but the case could detail the rivalry exploring Brazilian players of this industry. In addition, cases of benchmarking around the world, in times of pandemic, could be showed. One point to be questioned is related to the conduct of the method. The STP model is already widely used in many marketing cases, causing the work to lose its relevance and challenge to be proposed to the participants of the case method. The main issue is that not necessarily a possible repositioning must be analyzed, but the revision of the marketing mix strategies suitable for services. It is clear that the case leads to a possible revision of the

current product portfolio, promotional strategies and new forms of physical evidences, for example.

This way, the material presented can be widely used in disciplines related to services, marketing strategies and digital marketing.

In conclusion, I recommend the case after the suggested review.

Additional Questions:

Does the manuscript contain new and significant information to justify publication?: Yes

Does the Abstract (Summary) clearly and accurately describe the content of the article?: Yes

Is the problem significant and concisely stated?: Yes

Are the methods described comprehensively?: Yes

Are the interpretations and conclusions justified by the results?: Yes

Is adequate reference made to other work in the field?: Yes

Is the language acceptable?: Yes

Does the article have data and / or materials that could be made publicly available by the authors?: Yes

Please state any conflict(s) of interest that you have in relation to the review of this paper (state "none" if this is not applicable).: None

Rating:

Interest: 2. Good

Quality: 2. Good

Originality: 1. Excellent

Overall: 2. Good

Reviewer 2 report

Reviewer 2 for this round chose not to disclose his/her review report.

Authors' Responses

Dear Editor-in-Chief, Associate and Guest Editors,

We genuinely appreciate your attention in reviewing our article for a possible publication in the Revista de Administração Contemporânea.

We carefully observed the comments made by the reviewers and built a table with all the recommendations suggested and our respective responses. The table with side by side responses has been uploaded as word document on step 3 of the submission process.

The amendments to the article are expected to be in accordance with what was requested.

We look forward to hearing back from Revista de Administração Contemporânea.

Best regards,

The authors.

Associate and Guest Editors feedback	Authors' detailed response
Vale a pena realizar uma revisão final do texto em inglês. O texto está muito bem escrito, mas este é um cuidado importante, principalmente para textos em inglês.	We would like to thank the editors for this comment. In fact, despite the manuscript being revised by a native reviewer, we agree that it can be improved in this matter and we have made changes through another native reviewer.
Como indicado pelo revisor 1, vale a pena incluir no corpo do caso informações sobre os principais concorrentes do Vida Mochileira, pois tais dados serão importantes para montar o quadro de atributos de diferenciação e paridade proposto nas notas de ensino.	We agreed with the editors and accepted the suggestion. Therefore, we included more information about the competitors in the case on pages 5-6 and included new information on table 05 on the teaching notes (pages 16-17) about the points of parity and difference.
Como alguns professores não estão familiarizados com a diferença entre assignment, discussion e transition questions, sugerimos que as autoras façam uma descrição muito breve do que cada uma é, tornando as notas de ensino mais didáticas para professores não tão familiarizados com o método, o que ampliaria o alcance e utilização do caso.	We understand the editor's concern and followed the advice to rewrite the instructions of the teaching notes to make it more understandable to the teacher about how to conduct this part of the teaching case.
Sugerimos rever os tempos de cada etapa, explicitando melhor o tempo das salinhas. Ficou um pouco confuso.	We understand the editor's concern and followed the advice to rewrite the suggested division of the time for each part of the teaching class. Additionally, we created table 04 to detail the division of the time on page 12 on the teaching notes.
Sugerimos trazer algumas figuras que estão só no quadro final para o corpo das notas, tornando mais claras algumas etapas da discussão.	We thank the editors for the suggestions, and we included the figures with possible responses of students on the teaching notes as can be seen on pages 13-18.
A discussão final do dilema enfrentando sobre o que fazer durante e pós-covid poderia ser aprofundada. Nossa sugestão é separar o "durante" do "pós-pandemia". O fato é que o caminho proposto de ser um site mais holístico para o público feminino traria uma série de novos competidores e necessitaria de uma nova análise de posicionamento. Não é necessário fazer esta análise, mas talvez aprofundar um pouco mais essa discussão, mostrando como o reposicionamento traria novos desafios.	We accepted the editor's suggestion and rewrote the conclusion to provide more elements for an in-class discussion, regarding the brand positioning and product offer pre and post pandemic. We also included a paragraph to help the instructor deal with the discussion of marketing mix, in case the students mention its variables during this class on the teaching notes pages 18-19.
Também sentimos falta nas notas de ensino de elementos distintivos de digital branding. O Holt é mencionado no início, mas não é explorado. Acreditamos que essa adição enriqueceria as notas, resolvendo a questão levantada pelo revisor 1.	We acknowledge your observation and provided more information about Digital Branding on the teaching notes page 14.
Reviewer 1 feedback	Authors' detailed response
It is a current and relevant topic. The protagonist's profile promotes a closer relationship with the reader through clear and concise writing.	We thank the reviewer for the compliment.
The sources of information are adequate, but the case could detail the rivalry exploring Brazilian players of this industry. In addition, cases of benchmarking around the world, in times of pandemic, could be showed.	We appreciate your recommendations and agree with the suggestion. We included more information about the competitors of this industry in the case (pages 5-6) and teaching notes (pages 16-17). Although we value the suggestion to use other cases around the world during this pandemic for benchmarking to improve the quality of the work, we collected data in the beginning of the pandemic to write this case. The possibility of gathering data from the same period of other competitors worldwide and to maintain the consistency of the timeline of the case, is precluded from being attained, since it is proprietary information to which we inform not to be accessible.
One point to be questioned is related to the conduct of the method. The STP model is already widely used in many marketing cases, causing the work to lose its relevance and challenge to be proposed to the participants of the case method. The main issue is that not necessarily a possible repositioning must be analyzed, but the revision of the marketing mix strategies suitable for services. It is clear that the case leads to a possible revision of the current product portfolio, promotional strategies and new forms of physical evidences, for example.	We thank the reviewer's suggestion and acknowledge the case could also serve the purpose of teaching services marketing mix. However, what made us decide to address brand positioning was the possibility to present for class discussion, a case of a digital brand that goes under an unforeseeable situation of going out of business if it did not rethink the place it occupies in the minds of its consumers. This, together with the agility of adapting to market changes that configures digital business offers, presented as an opportunity to rekindle the relevance of the STP model. Nevertheless, we acknowledge the students might bring some marketing mix elements to the discussion. Therefore, we included in the teaching notes a recommendation that the follow up session be Services Marketing Mix as can be seen on pages 19 on teaching notes.
This way, the material presented can be widely used in disciplines related to services, marketing strategies and digital marketing.	We consider the comment relevant to the case and agree with the possibility of wider use of the case. So, we decided to also recommend it to Services Marketing and Digital Marketing sessions on the teaching notes page 11.
In conclusion, I recommend the case after the suggested review.	We thank the reviewer for the recommendation and for the suggestions made.

The authors' responses to the comments of Reviewer 2 for this round were omitted from this report, since the reviewer did not authorize the disclosure of his/her report.

Disclaimer: The content of the Peer Review Report is the full copy of reviewers and authors' reports. Typing and punctuation errors are not edited. Only comments that violate the journal's ethical policies such as derogatory or defamatory comments will be edited (omitted) from the report. In these cases, it will be clearly stated that parts of the report were edited. Check [RAC's policies](#).